

In the Claims:

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

Claims 1-75 (canceled)

Claim 76 (New): A method for treating one or more shoes comprising contacting the one or more shoes directly or indirectly with one or more treating compositions, each of which comprises one or more benefit agents that imparts one or more desired benefits to the one or more shoes when the treating composition is applied directly or indirectly to the one or more shoes prior to and/or during and/or after washing the one or more shoes with or in an aqueous medium, wherein said treating composition is formulated so that any damage as a result of washing the one or more shoes with or in an aqueous medium containing the treating composition is reduced compared to washing the one or more shoes with or in an aqueous medium free of the treating composition.

Claim 77 (New): The method of claim 76, wherein at least one of the treating compositions comprises a conditioning composition.

Claim 78 (New): The method of claim 77, wherein the conditioning composition is applied to at least one interior surface of the one or more shoes.

Claim 79 (New): The method of claim 77 wherein the conditioning composition is applied in the wash cycle of a washing machine.

Claim 80 (New): The method of claim 77 wherein the conditioning composition is applied directly to at least one interior surface of the one or more shoes prior to washing.

Claim 81 (New): The method of claim 77 wherein the conditioning composition is a liquid.

Claim 82 (New): The method of claim 77, wherein the conditioning composition is applied via spraying means.

Claim 83 (New): The method of claim 76, wherein at least one of the treating compositions comprises a cleaning composition.

Claim 84 (New): The method of claim 83, wherein the cleaning composition is applied to at least one exterior surface of the one or more shoes.

Claim 85 (New): The method of claim 83, wherein the cleaning composition is applied in the wash cycle of a washing machine.

Claim 86 (New): The method of claim 83, wherein the cleaning composition is in the form of a gel.

Claim 87 (New): The method of claim 83, wherein the cleaning composition is applied directly via an applicator.

Claim 88 (New): The method of claim 87, wherein the applicator is a brush.--

Claim 89 (New): The method of claim 83 wherein the cleaning composition is applied directly to at least one exterior surface of the one or more shoes prior to placing the one or more shoes in the wash solution.

Claim 90 (New): The method as recited in claim 76 which further comprises placing the one or more shoes in a flexible article which may either be done by placing the one or more shoes in the same flexible article, or placing the one or more shoes in separate flexible articles, and placing the article or articles into a wash solution.

Claim 91 (New): The method as recited in claim 90 wherein the flexible article is a flexible container.

Claim 92 (New): The method as recited in claim 91 wherein the flexible article is a containment bag.

Claim 93 (New): The method according to claim 76 wherein the one or more benefit agents is selected from the group consisting of: cleaning agents, conditioning agents, disinfecting agents, antibacterial agents, antimicrobial agents, antifungal agents, odor control agents, waterproofing agents, soil release agents, brightening agents, alkaline pH modifiers, perfume, and mixtures thereof.

Claim 94 (New): A method for treating shoes, before, during or after manufacture, the method comprising applying a treating composition to at least a portion of a surface of the shoes, wherein the treating composition comprises a brightening agent which is

deposited on the surfaces of the shoes via solution depletion of about 1% or greater without visible brightener staining, and wherein the brightening agent is selected from the group consisting of: coumarin derivative brighteners; oxazole brighteners; and benzoxazolyl brighteners.

Claim 95 (New): The method as recited in claim 93 wherein the shoes are canvass shoes or shoes with at least one painted natural leather surface.

Claim 96 (New): The method as recited in claim 94 wherein the shoes have at least one white painted natural leather surface.

Claim 97 (New): The method as recited in claim 93 wherein the treating composition is applied prior to normal use of the one or more shoes and/or after washing the one or more shoes.

Claim 98 (New): The method as recited in claim 96 wherein the treating composition is applied via a pre-wear or post-wash article.

Claim 99 (New): The method as recited in claim 97 wherein the pre-wear or post-wash article comprises a cloth material impregnated with the treating composition.

Claim 100 (New): The method as recited in claim 96 wherein the treating composition comprises an effective amount of a soil release agent and, optionally, an effective amount of a film-forming polymer.

Claim 101 (New): The method as recited in claim 99 wherein the treating composition further comprises a softening agent.

Claim 102 (New): The method as recited in claim 99 wherein the soil release agent comprises a mineral oil.

Claim 103 (New): The method as recited in claim 99 wherein the film-forming polymer comprises a polysaccharide.

Claim 104 (New): The method as recited in claim 102 wherein the polysaccharide comprises carboxymethylcellulose or hydroxypropylcellulose.

Claim 105 (New): A method for treating one or more shoes, comprising:

- directly applying a cleaning composition to at least one portion of an exterior surface of the one or more shoes and rubbing the cleaning composition onto the at least one portion of the exterior surface of the shoe;
- individually placing and orienting the one or more shoes within one or more flexible articles so that an interior surface of the one or more shoes remains accessible from outside the flexible article;
- applying a conditioning composition to the interior surface of the one or more shoes;
- securing the one or more shoes in the flexible article;
- washing the one or more flexible articles in an aqueous wash solution wherein the aqueous wash solution exhibits a temperature no greater than about 180° F; and
- drying the one or more shoes, without the use of tumble agitation.

Claim 106 (New): The method according to claim 104 further comprising the step of directly applying a post-wash treating composition to one or more of the interior and/or exterior surfaces of the one or more shoes before, during, or after the drying.

Claim 107 (New): The method according to claim 106 wherein the cleaning agents are selected from the group consisting of: one or more surfactants, calcium/magnesium removal agents, alkaline pH modifiers, soil release agents, enzymes, and mixtures thereof.

Claim 108 (New): The method according to claim 106 wherein the cleaning agents comprise one or more surfactants, and the one or more surfactants are selected from the group consisting of: anionic, nonionic, cationic, zwitterionic, and amphophilic surfactants and mixtures thereof.

Claim 109 (New): The method according to claim 108 wherein the one or more surfactants comprise nonionic surfactant.

Claim 110 (New): The method according to claim 108 wherein the one or more surfactants comprise nonionic surfactant comprising C₈-C₁₈ alkyl ethoxylate, with an average degree of ethoxylation from about 5 to about 15 moles of ethylene oxide per mole of alcohol, and the treating composition contains from about 1% to about 80% by weight of nonionic surfactant.

Claim 111 (New): The method according to claim 106 wherein the conditioning agents are selected from the group consisting of: acrylic syntans and other hydrophobically

modified polymers, silicones, fluorocarbons, fatliquors, lecithin, fluoropolymers, sucrose polyesters, quaternary ammonium salts, oils, waxes and mixtures thereof.

Claim 112 (New): The method according to claim 106 wherein the conditioning agents comprise one or more hydrophilic units and one or more hydrophobic units such that the ratio of hydrophilic units to hydrophobic units is from about 0.01 to about 100.

Claim 113 (New): The method according to claim 106 wherein the disinfecting agent is selected from the group consisting of: quaternary ammonium salts, saturated and unsaturated C₈ to C₁₁ fatty acids, phenols and their salts, o-phenyl phenol and its salts, t-amyl phenol and its salts, alkyl phenols and their salts, trichlorocarbanilide, 4-chloro-3,5-dimethylphenol and its salts, chlorhexidine, phospholipids, thymol, eugenol, geraniol, oil of lemon grass, limonene, and mixtures thereof.

Claim 114 (New): The method according to claim 106 wherein the disinfecting agent at least partially comprises of C₈-C₁₀ fatty acid, and is used at a pH less than about 5.5.

Claim 115 (New): The method according to claim 106 wherein the disinfecting agent is selected from the group consisting of: benzalkonium chlorides; substituted benzalkonium chlorides; dialkyl quaternary; N-(3-chloroallyl) hexaminium chlorides; benzethonium chloride; methylbenzethonium chloride; and cetylpyridinium chloride.

Claim 116 (New): The method according to claim 106 wherein the disinfecting agent is selected from the group consisting of: chlorhexidene and its salts, and polyhexamethylene biguanide hydrochloride and its salts.

Claim 117 (New): The method according to claim 107 wherein the cleaning agents comprise enzymes selected from the group consisting of cellulases and proteases.

Claim 118 (New): The method according to claim 106 comprising a perfume wherein the perfume comprises at least about 25% of substantive perfume ingredients by weight.